

APPENDIX D

SURVEY OF HOSIERY INDUSTRY: THE ADOPTION AND USE OF ELECTRONIC COMMERCE

VERSION C: Adaptability (Sales/Mktg. Executive)

DIRECTIONS:

Personal Interview.

To be filled out by the researcher.

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Research Sponsored By: **Piedmont EDI Business Forum**

Research Endorsed By: **Nat'l Ass'n of Hosiery Mfrs. (NAHM)**

Research Supported By: **Virginia Tech** (Blacksburg, VA)
Elon College (Elon College, NC)
Research Triangle Consultants, Inc.
(Cary, NC)

NAME: _____

TITLE/POSITION: _____

COMPANY: _____

DATE: _____

SECTION 1:

	<u>Very Little</u>		<u>Moderate</u>		<u>Very Great</u>			
1. To what extent are people in <u>COMPANY NAME</u> free to take independent actions that are necessary to carry out their job responsibilities?	1	2	3	4	5	6	7	
2. To what extent are people encouraged to take reasonable risk in their efforts to increase the effectiveness of <u>COMPANY NAME</u> ?	1	2	3	4	5	6	7	
3. To what extent are people in <u>COMPANY NAME</u> encouraged to be creative (or innovate) in their jobs?	1	2	3	4	5	6	7	
4. To what extent is <u>COMPANY NAME</u> responsive to changes in its business environment? (Business environment refers to the competitive, social, legal, economic, and technological subenvironments within which a firm operates)	1	2	3	4	5	6	7	
5. What is your estimate of the overall vitality of <u>COMPANY NAME</u> as reflected by such things as a sense of urgency and a rapid pace of activities?	1	2	3	4	5	6	7	
6. To what extent does <u>COMPANY NAME</u> value customers?	1	2	3	4	5	6	7	
7. To what extent does <u>COMPANY NAME</u> value shareholders (owners)?	1	2	3	4	5	6	7	
8. To what extent does <u>COMPANY NAME</u> value employees?	1	2	3	4	5	6	7	
9. To what extent does <u>COMPANY NAME</u> value people and processes that create useful change?	1	2	3	4	5	6	7	
10. To what extent does <u>COMPANY NAME</u> focus on the needs of external constituencies?	1	2	3	4	5	6	7	

	<u>Very Little</u>	<u>Moderate</u>	<u>Very Great</u>				
11. To what extent is <u>COMPANY NAME</u> able to identify a changing competitive situation?	1	2	3	4	5	6	7
12. To what extent is <u>COMPANY NAME</u> willing to devise and implement new strategies?	1	2	3	4	5	6	7
13. To what extent is <u>COMPANY NAME</u> willing to change culturally engrained behaviors?	1	2	3	4	5	6	7
14. To what extent does <u>COMPANY NAME</u> encourage experimentation?	1	2	3	4	5	6	7
15. To what extent are people in <u>COMPANY NAME</u> able to arrive at a consensus on priorities?	1	2	3	4	5	6	7
16. To what extent are people with different opinions tolerated within <u>COMPANY NAME</u> ?	1	2	3	4	5	6	7
17. To what extent do people in <u>COMPANY NAME</u> trust one another?	1	2	3	4	5	6	7
18. To what extent are people in <u>COMPANY NAME</u> supportive of others efforts to identify problems?	1	2	3	4	5	6	7
19. To what extent are people in <u>COMPANY NAME</u> supportive of others efforts to implement workable solutions?	1	2	3	4	5	6	7
20. To what extent are people in <u>COMPANY NAME</u> confident that other members can effectively manage new problems and opportunities?	1	2	3	4	5	6	7
21. To what extent are people within <u>COMPANY NAME</u> enthusiastic about the company?	1	2	3	4	5	6	7
22. To what extent do people in <u>COMPANY NAME</u> have a spirit of doing what it takes to achieve success?	1	2	3	4	5	6	7
23. To what extent are people in <u>COMPANY NAME</u> receptive to change and innovation?	1	2	3	4	5	6	7
24. To what extent are the roles that people play in <u>COMPANY NAME</u> open to redefinition?	1	2	3	4	5	6	7
25. To what extent does <u>COMPANY NAME</u> use frequent meetings to achieve coordination among departments?	1	2	3	4	5	6	7

	<u>Strongly Agree</u>				<u>Strongly Disagree</u>		
26. People in <u>COMPANY NAME</u> do a good job anticipating problems.	1	2	3	4	5	6	7
27. People in <u>COMPANY NAME</u> do a good job in keeping up with changes in equipment and new ways of doing things.	1	2	3	4	5	6	7
28. When changes are made in routines and equipment in <u>COMPANY NAME</u> , people adjust to these changes quickly.	1	2	3	4	5	6	7
29. People in <u>COMPANY NAME</u> do a good job coping with emergency situations (e.g., work overloads and equipment problems).	1	2	3	4	5	6	7
	<u>Delayed</u>				<u>Timely</u>		
30. Decision-making in <u>COMPANY NAME</u> tends to be _____.	1	2	3	4	5	6	7

SECTION 2: General Questions

- 38. Do you plan to increase your EDI activities in the future?

- 39. How do you see EDI evolving in your firm in the future?

- 40. Do you plan to increase your Internet activities in the future?

- 41. How do you see your firm's use of the Internet evolving in the future?

- 42. Do you see Electronic Commerce as a benefit or a hinderance to your firm?